

1. (previously presented)) A method for billing for interactive television, comprising the acts of:  
establishing an access restriction table for at least one consumer, the access restriction table listing plural virtual channels and an access flag for each channel, each access flag indicating whether the channel can be accessed based on user ID;  
enabling the consumer to use a television to access content associated with a virtual channel;  
selectively restricting access to content using the access flags;  
recording at least one access record based on consumer access activity related to the content; and  
billing an entity at least partially based on the access record.
2. (currently amended) A method for billing for interactive television, comprising the acts of:  
enabling a consumer to use a television to access content provided by at least one of Web site and at least one television signal source;  
recording at least one access record based on consumer access of content from the Web site; and  
billing an entity at least partially based on the access record, wherein the access restriction table correlates interactive television channel numbers to Web site addresses, wherein the entity is an owner or publisher of accessed content.

3. (currently amended) The method of Claim 2, wherein the entity is a first entity and the method also includes billing the consumer.

4. (canceled).

5. (original) The method of Claim 2, further comprising the act of:  
restricting access to content using an access flag in an access restriction table.

6. (canceled).

7. (original) The method of Claim 2, further comprising the act of:  
storing the access record in a database at the television.

8. (original) The method of Claim 7, further comprising the acts of:  
retrieving the access record from the database; and  
determining whether the access record contains billable content.

9. (original) The method of Claim 8, further comprising the acts of:  
constructing a billing list of access records containing billable content; and  
billing the entity at least partially based on the billing list.

10-26. (canceled).